CLAIMS

The invention claimed is:

1.   A computer-storage medium storing computer-readable instructions and data,
5   comprising:

a database of controlled resources usable for the construction of ads by an authorized set of users;

control logic for providing the authorized users with access to the controlled resources in accordance with a predefined implementation methodology; and

10   rendering logic for rendering ads using the controlled resources in accordance with the control logic.

2.   The computer-storage medium of Claim 1, wherein the controlled resources are selected from the group consisting of ad templates, photos, headlines, ad body
15   text, user logos, co-branding logos that are pre-approved for use with the user logos, and special offers.

3.   The computer-storage medium of Claim 1, wherein the control logic implementation methodology comprises:

20   receiving ad definitions including from the authorized users; and

finalizing the ad based on the ad definitions.

4.   The computer-storage medium of Claim 3, wherein the control logic implementation methodology further comprises:

25   submitting a request for an approval of the ad definitions; and

receiving the approval.

5.   The computer-storage medium of Claim 3, wherein the step of receiving ad definitions includes:

30   receiving an ad resource not stored in the database from one of the authorized users;

submitting a request for an approval of the ad resource;

receiving the approval; and

storing the resource in the database as one of the controlled resources.

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6.   The computer-storage medium of Claim 3, wherein the controlled resources comprise ad templates, and the step of receiving ad definitions includes:

receiving a selection of one of the ad templates from one of the authorized users;

sending to the user only predetermined ones of the controlled resources that are correlated to the selected ad template, or a menu thereof; and

receiving a selection of one or more of the predetermined controlled resources from the user.

7.   The computer-storage medium of Claim 1, wherein the control logic implementation methodology comprises amending and appending the controlled resources.

8.   The computer-storage medium of Claim 1, wherein the control logic comprises password protection methodology.

9.   The computer-storage medium of Claim 1, wherein the control logic comprises a hierarchical user access methodology.

10.   The computer-storage medium of Claim 1, wherein the control logic comprises methodology for maintaining records relating to the use of the controlled resources and producing reports based on the records.

11.   The computer-storage medium of Claim 1, wherein the control logic comprises methodology for billing the users.

12.   The computer-storage medium of Claim 1, wherein the rendering logic comprises:

extracting an image from the database;

parsing out a desired part of the image;

5   scaling the parsed image to fit within an image window in a selected ad template;

rendering a bit map of the ad template and the parsed image;

displaying the rendered bit map to the user; and

sending the rendered bit map directly or indirectly to a graphics server, a legal
10   server, or a printer.

13.   The computer-storage medium of Claim 1 implemented in multiple instances, wherein each instance is customized for an associated client and is accessible by an associated set of users.

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14.   A computer-controlled apparatus comprising the computer-storage medium of Claim 1.

15.   The apparatus of Claim 13, wherein the apparatus is configured for
20   communication with a plurality of remote user devices and the rendering logic is stored on the user devices.

16.   A networked computer system comprising the apparatus of Claim 13 and further comprising a graphics server.

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17.   A method of constructing an ad-making apparatus, comprising:

defining a set of controlled resources approved for use in an ad program of a client;

defining a control logic appropriate for an administrative structure of the client;
30   deploying the controlled resources on a computer system;

deploying the control logic on the computer system; and

providing access to users associated with the client in accordance with the control logic.

18.   The method of Claim 17, wherein the controlled resources are selected from the group consisting of ad templates, photos, headlines, ad body text, user logos, co-branding logos that are pre-approved for use with the user logos, and special offers.

5   19.   The method of Claim 17, wherein the step of defining controlled resources comprises:

obtaining or creating an ad resource;

submitting a request for an approval for the client to use the ad resource;

receiving the approval; and

10   storing the approved ad resource as a controlled resource accessible by the users.

20.   The method of Claim 19, wherein the controlled resources comprise ad templates, and the step of defining controlled resources further comprises 15   associating pre-determined ones of the controlled resource with pre-determined ones of the ad templates

21.   The method of Claim 17, wherein the step of providing user access comprises connecting the apparatus to a global communications network.

20   22.   The method of Claim 17, further comprising the step of repeating the method steps for additional clients.

23.   A computer-controlled ad-making apparatus, comprising:

25   a database of ad templates and other controlled resources usable for the construction of ads by an authorized set of users, each controlled resource pre-approved for use by the authorized users, each ad template having one or more of the other controlled resources associated therewith;

control logic for providing the authorized users with access to the controlled 30   resources in accordance with a predefined implementation methodology that provides for receiving a selection of one of the ad templates from one of the authorized users, sending to the user the controlled resources that are associated with the selected ad template, or a menu thereof, and receiving a selection of one or more of the predetermined controlled resources from the user; and

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rendering logic for rendering ads using the controlled resources in accordance with the control logic.

24.   The apparatus of Claim 23, wherein the controlled resources are selected from the group consisting of ad templates, photos, headlines, ad body text, user logos, co-branding logos, and special offers.

25.   The apparatus of Claim 23, wherein the control logic implementation methodology provides for:

receiving an ad resource not stored in the database from one of the authorized users;

submitting a request for an approval of the ad resource;

receiving the approval; and

storing the resource in the database as one of the controlled resources.

26.   The apparatus of Claim 23, further comprising a plurality of client files stored thereon, each client file associated with a client and with pre-determined ones of the users that are associated with the client, wherein the control logic implementation methodology comprises correlating pre-approved ones of the controlled resources with each of the client files and permitting access to each client file by the client and the associated users.